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USING 14-19 REFORM TO PUT CREATIVE AND CULTURAL INDUSTRIES AT THE FOREFRONT OF CREATING LOCAL ECONOMIC GROWTH

Councillor Stephen Castle,

Deputy Chairman, Culture, Tourism and Sport Board (LGA)

promoting better local government

INTRODUCTION

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- The importance of local creative economies
- The importance of local responsibility for supporting the creative industries
- The particular opportunities arising from 14-19 reform.

The importance of local creative economies

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- Creative and cultural industries play a major role in the national economy
- Economic decisions relating to these industries are increasingly being made at the sub-regional level
- Economic realities vary widely between sub-regions, with local variation especially important for the creative industries

The importance of local responsibility

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- What devolution of economic decision making means for the creative industries
- The promotion of the creative industries by Local Authorities – where and how.
- Partnership working with the Work Foundation as part of the Creative Britain programme

The 14 – 19 reform

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- Introduction to the reform
- Concerns held by the LGA in relation to the reform
- Two main aspects of the reform of particular note to Councils and employers
  - New creative and media diploma
  - Changes in the planning and delivery of education and training